

Digital Business Management

Hochschule Pforzheim
Master of Science



General

Design digital processes and services and drive businesses forward

The Digital Management module aims to build up basic knowledge of **IT management**, **digital management** and **digital platforms**. In Modern Sustainable Leadership, students learn about change management and intercultural management. One of the main topics will be the acquisition of know-how in the field of **Data Science**, **Artificial Intelligence** and **Data Analytics with R** in order to gain new insights through advanced data analysis. The module **Agile Project Management** and **Process Management** teaches skills in modern project management and process design with a focus on training with typical software products. The module **Research Methods**, **Algorithms** and **Data Structures** teaches fundamentals in databases and algorithms as well as relevant qualitative and quantitative research methods. The module **Digital Business Models** deals with the development of new business models and new digital products. In an application-oriented business project, students have to demonstrate their acquired expertise.

Students can develop their individual profile via electives, for example with courses such as Data Science with **Python**, **Big Data Analytics**, **Supply Chain Simulations**, **Customer Experience Management**, **New Digital Work**, **Predictive Analytics** or Dive into new technologies.

In electives, students work in teams with fellow students from other national and international Master's programs at the Business School. Students who wish to further strengthen their international profile also have the opportunity to spend the third semester at a partner university abroad.

Your Advantages

- Interdisciplinary and comprehensive education in the field of Digital Business Management
- Close integration of theory and practice, company projects
- Small groups and personal culture
- Individual profile development as of the first semester
- Globally recognized degree

Content

The study program

Digitalization is everywhere in many industries there is a need for the digitalization of companies, business models and working environments. The job opportunities targeted by this study program are to be found in the field of the digital transformation of companies and organizations.

Graduates deal with digitalization projects in companies and design new business models or introduce new processes. In the context of these projects, they are the link between departments within the company and have a high level of interpersonal skills to support the change processes within the company. In the Master's program, you will acquire the following additional competencies:

For successful digitization projects, it is important to have expertise in research methods and data analysis in order to develop a sound understanding of the status quo and future options and thus

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Contact

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make the right decisions. Furthermore, it is also important to be able to evaluate how processes and services can be optimized through the use of AI.

In addition, digitization projects require interdisciplinary skills and collaboration across departments. IT concepts must be communicated for a digitalization project - which is why companies are looking for experts who can recognize and deal with these different perspectives.

The mix of these diverse competencies - in addition to knowledge about relevant data sources and process management, know-how about data analysis, about IT systems, IT management and artificial intelligence, about change management and the legal as well as ethical challenges - equips graduates of the program with the necessary tools to confidently navigate this highly dynamic digital environment and develop reasonable solutions.

The Master's program in Digital Business Management brings together these different perspectives in one of Germany's leading business schools. Students are trained to become professionals for digital transformation projects. Companies are integrated into the training so that a hands-on approach is guaranteed.

Application

Admission requirements

Admission to the Master's program in Digital Business Management takes place once a year for a start in the winter semester. Requirements are a university degree in business administration or economics (or equivalent) with a total of at least 180 ECTS credits awarded with the grade "good" or better.

Formal requirement for admission:

Proof of 10 ECTS in Quantitative Methods (including 5 ECTS in Statistics); 5 ECTS in Business Information Systems and 30 ECTS in Business Administration and/or Economics.
Proof of English B2 (European Framework of Reference), supplemented by proof of successful completion of at least 30 credits in specialized academic courses completed in English.

Application

Applications must be submitted by June 15 of each year. For more information on the application and the two stage selection process please refer to the website of the study program.

Master-Infoabend

Jeweils im Januar und April eines Jahres stellen wir Ihnen unsere Masterstudiengänge vor:

- **Mittwoch, 24. Januar 2024, ab 17.15 Uhr Master-Infoabend online**
- **Mittwoch, 24. April 2024, ab 17.15 Uhr Master-Infoabend in Präsenz**

Studieninteressierte haben beim Master-Infoabend die Möglichkeit, die 12 Master- und MBA-Studiengänge der Fakultät für Wirtschaft und Recht kennenzulernen.

Die Informationsveranstaltung bietet die Möglichkeit, einen Einblick in den Masterbereich der Business School zu erhalten. Nach einem kurzen Überblick über den Masterbereich stellen die Studiendekaninnen und Studiendekane ihre Programme vor und informieren über Inhalte, Berufsfelder und das Bewerbungsverfahren. Zudem besteht die Möglichkeit, Fragen zu stellen und mit Studierenden der jeweiligen Studiengänge ins Gespräch zu kommen.

Aktuelle Informationen

Wirtschaftsinformatik